

Adobe® Product Update

Adobe Acrobat®, Adobe Acrobat Capture® 2.0, and Adobe PageMill®

From the Editor

Welcome to the first issue of *Adobe Product Update*, published quarterly for our customers through our Netcasting Channel.

Adobe Product Update gives you the latest information about Adobe Internet products, programs, and other developments. . Our goal is to provide you with an on-line resource for finding information you need about Adobe Acrobat and Acrobat Capture, and Adobe PageMill.

Comments or suggestions? Send an e-mail message to me at nyu@adobe.com.

Nancy Yu
Editor

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Adobe Acrobat Capture 2.0 Product Update

Acrobat Capture 2.0 Scores High Marks

On June 9, 1997, Adobe Systems announced Adobe Acrobat Capture 2.0 for Windows® and Windows NT.® Read on, or visit the [Adobe Web site](#) to learn more about this exciting new document capture product and how it enables businesses to bring legacy paper documents back to life on the Web.

Solutions

Acrobat Capture: The Paper-to-Web Solution

“After the release of Acrobat 1.0, our customers’ major feedback was ‘provide higher throughput, support for Windows NT, and give us programmatic access to your server,’” says Anna Kjos, Acrobat Capture 2.0 product manager. Acrobat Capture 2.0 addresses all of these concerns and also provides improved page recognition, enhanced reviewing capabilities, and “out-of-the box” support for most popular scanners.



Acrobat Capture Revolutionizes OCR and Document Conversion

Most desktop OCR products are designed for repurposing text—for example, scanning a single document and then modifying text to create a new one. These products have serious disadvantages: Text generated is rarely error-free, and often the OCR software can access only the fonts installed on the system being used, yielding a document that doesn't look anything like the original. Most high-volume electronic document conversion products aren't much better. The electronic files produced are large and often are stored in a dual file format (a TIFF image and a text file), which is impractical for publication on the Web. As a result, users rarely access these scanned documents—and usually only when a problem demands it.

Acrobat Capture 2.0 revolutionizes document conversion, generating a small, cross-platform, searchable electronic document that looks exactly like the paper original—and is easily published on the Web, on CD-ROM, or in e-mail. The software contains patented technology that virtually eliminates the need for OCR clean-up. Acrobat Capture can generate either a PDF Normal file, placing a small bitmap in the document where the program encounters a suspect character, or it can create a PDF Image+Text file that maintains the original scanned image and hides the OCR'd text behind it. This OCR method is possible because the PDF file format is rich enough to include images and text anywhere on the page, in almost any color space.

Acrobat Capture Brings Paper Documents Back to Life

In the conversion process, Acrobat Capture maintains the look and feel of original, highly formatted documents, recognizing fonts, tables, graphics, and forms, and maintaining the layout of the original. The software enables users to convert paper-based information to an electronic format that can be archived on-line and quickly accessed and searched. And, with an automated batch-conversion feature, Acrobat Capture proves an extremely cost-effective solution for transforming large volumes of paper-based information into electronic form for Web publication.

Converting Paper to PDF

Your need for a specific Acrobat product depends on the scope of your paper-to-Web project. Both Acrobat 3.0 and Acrobat Capture 2.0 convert paper to PDF, although Acrobat Capture 2.0 is the right tool for converting large volumes of paper-based information.

Product User	Conversion Scope	Number of Pages to Convert to PDF	Recommended Adobe Products
Individual	Personal, group	Less than 100	Acrobat 3.0 with a personal scanner (i.e., HP, Fujitsu,® Visioneer)
Workgroup	Department or workgroup	Less than 500	Acrobat Capture 2.0 with a shared scanner (i.e., HP network scanner)
Dedicated individual	Business application	Less than 1,000	Acrobat Capture 2.0 with high-speed scanners (i.e., HP, Fujitsu)
Dedicated scanning operation	Business application mail room	More than 1,000	Multiple Acrobat Capture servers with document capture subsystems (i.e., Cornerstone,® Kofax,® and high-speed scanner (i.e., Fujitsu, Kodak®)
Scanning service bureau	Outsourced by a department, enterprise, or institution	More than 1,000	Multiple Acrobat Capture servers with document capture subsystems (i.e., Cornerstone, Kofax, and high-speed scanner (i.e., Fujitsu, Kodak)

However, no matter which Acrobat product you choose for the paper-to-PDF conversion, you'll need Acrobat 3.0 to prepare PDF documents for on-line publication and distribution and to add hyperlinks, thumbnails, bookmarks, annotations, sounds, and other functionality. In addition, you can use Acrobat 3.0 to rearrange PDF pages; combine PDF documents; import and view TIFF, BMP, PCX, DCX, and GIF images; and catalog and index collections of PDFs on a network, a local machine, or a CD.

Acrobat Capture: A Document Capture Solution That Scales From Department to Enterprise

Acrobat Capture software enables any size organization—from department to enterprise—to easily republish paper documents in electronic format, making legacy and paper-based information—key business assets—accessible to anyone, anywhere. Acrobat Capture gives your organization the tools it needs to convert a large volume of paper-based information to a Web-ready format, preserving visual fidelity and content searchability.

A small-scale version of Acrobat Capture, known as the Acrobat Capture plug-in, is included in Acrobat 3.0 software. For personal or low-volume workgroup use, the Acrobat Capture plug-in converts selected image pages that are scanned or imported into Acrobat.

A mid-level document conversion solution includes Acrobat Capture software, teamed with a workgroup scanner and a Web server with a search engine. It offers your department or small workgroup a means for putting paper-based documents on the Web, whether on an Internet or intranet site.

Meeting the needs of high-end service bureaus, Acrobat Capture performs large-volume backfile conversion, integrating output into enterprise document management systems. Acrobat Capture 2.0 software's programming interface allows the PDF conversion engine to be integrated with third-party subsystems for high-volume scanning and document management, making the software a serious component in your organization's intranet publishing solution. Acrobat Capture also enables the indexing, presentation, annotation, and delivery of legacy paper in electronic format.

Acrobat Capture is a key piece of a solution that integrates scanning, network and Web serving, and document managing components. Adobe recognizes the strategic importance of this integration and is creating vendor partnerships to meet the capture demands of low, medium, and high-volume document conversion environments.

Partnering to Provide Customer Solutions

Adobe and its partners offer you efficient, cost-saving, departmental paper-to-Web solutions.

Fujitsu provides a bundle that includes the ScanPartner® 600C, a 15-ppm color desktop scanner and Web content creation tool as well as Adobe PageMill, Adobe Photoshop® LE, and Acrobat 3.0 software.

Acrobat Capture 2.0 integrates with the HP Network ScanJet® 5 scanner, which serves as an automated on-ramp to an intranet, and with Microsoft® Internet Information Server (IIS) 3.0, which includes a search engine and can index converted files, assign them a unique URL, and post them to designated Web pages.

As part of the enterprise and high-end integrated solution, Adobe participates in partnerships with Xerox, Kofax, and Cornerstone. Working with the Acrobat Capture 2.0 API, these companies use scanning subsystems to provide high-volume paper-to-Web conversion for enterprises, service bureaus, and production-level document-management systems.

Xerox plans to link Acrobat Capture 2.0 with its DocuImage™ Scanner and DocuPath™ software, as part of a print publishing solution.

Kofax will implement an Acrobat Capture Release Module for its Ascent Capture® software, a turnkey scanning subsystem sold in many imaging solutions.

Cornerstone is using Acrobat Capture 2.0 for high-volume conversion, to integrate PDF with InputAccel® and direct export to Documentum's EDMS.

Like any business, your organization must manage paper-based information, whether daily incoming documents, historical files, or important strategic documents. The Acrobat Capture paper-to-Web solution—with scanning, Web-serving, and document managing capabilities—enables your organization, from the departmental workgroup to the entire enterprise, to effectively manage this information.

Editor's note:

This information is based on the following documents, which you can read in their entirety on Adobe's Web site. ["Adobe Acrobat Capture 2.0: How Your Department Can Bring Paper to Life on the Web"](#) (white paper)

For additional white papers on Acrobat Capture 2.0, see www.adobe.com/prodindex/main.html

Five Good Reasons to Buy Acrobat Capture 2.0

- Acrobat Capture is an excellent complement to Adobe FrameMaker document creation software. With these two products, you can establish virtual libraries of technical documentation, creating complex documents in FrameMaker, and then converting them to PDF or scanning paper-based manuals.
- Acrobat Capture rounds out your Web authoring tool set. Using Acrobat Capture, you can bring valuable paper documents into your Web-based, global repository. According to Wang Laboratories, Inc., 94 percent of all business information still is recorded on paper. “An estimated 2.4 billion new sheets of paper are filed into paper folders every day.” (Source: *Computer Reseller News*, June 30, 1997, p.122: Another Step in the March Toward Digital Pen and Paper,” by Portia Isaacson, president of Dream IT.)
- Acrobat Capture can help you get more value from your existing document capture system. Create PDF in addition to or instead of TIFF files. PDF is searchable and features smaller file sizes, Web-ready printing, page-at-a-time downloading, and a standard viewer available on 13 platforms.
- Acrobat Capture enables you to bring important paper-based information into a document management system. Now you can bring paper documents back to life electronically for publication on the Web.
- Acrobat Capture lets you convert paper to PDF faster than is possible with Acrobat 3.0. You can run Acrobat Capture as a full-time engine, literally 24 hours per day. With access to APIs, you can integrate Acrobat Capture with your workflow. Using the software’s automatic batch-processing feature, you can convert large-volume batches of documents to PDF—instead of processing them one at a time.

Want a few more reasons to buy Acrobat Capture? Find out more about [Acrobat Capture](#) on Adobe’s Web site.

Integrated Solutions: Acrobat, Acrobat Capture, and FrameMaker Software

Acrobat Capture, Acrobat, and FrameMaker software combined offer an integrated enterprise-wide solution for publishing complex documents, such as manuals, technical specifications, and procedures on-line. The same customers benefit from these powerful publishing products, including technical publications groups, and individuals or enterprises that put together this and similar documentation.

FrameMaker Makes Short Work of Long Documents

Adobe FrameMaker is a comprehensive document authoring and publishing solution, enabling you to handle the entire publishing process, from word processing and page layout to printing and on-line distribution. FrameMaker software offers powerful options for automatically converting documents to PDF and optimizing them for electronic and Web publication. What’s more, multiple users can work with FrameMaker across computing platforms to maximize workgroup collaboration.

Now your business can publish PDF versions of FrameMaker documents on the Web, and customers worldwide can easily access the information on-line, printing exactly the material they need. In addition, Acrobat and Acrobat Capture software’s excellent search capabilities enable you to easily locate a document, whether it’s a scanned Acrobat Capture document or a FrameMaker document converted to PDF.

The Same Customers Benefit From These Powerful Publishing Tools

Many of you currently use FrameMaker and Acrobat software to author and publish documents and books in PDF format. With manuals in print that you might also like to reproduce in flexible PDF format, you also benefit by having Acrobat Capture. Using Acrobat Capture and a medium- to high-volume scanning setup, you can scan material and make it searchable, revitalizing legacy documentation.

Adobe Acrobat Adds Value to Adobe FrameMaker 5.5

Now customers who upgrade to the latest version of FrameMaker—version 5.5—receive Acrobat 3.01 as an in-box premium. The combination of FrameMaker 5.5 and Acrobat provides you with a complete print and electronic publishing solution. With FrameMaker 5.5, you can now save documents—even books—as PDF files in one easy step, with powerful navigation within and between documents automatically enabled.

- Acrobat complements FrameMaker, offering you a powerhouse cross-media publishing solution.
- With Acrobat, you can combine paper-based and electronic documents into a common, searchable on-line library.
- Acrobat facilitates documentation workflow for on-line review and annotation.
- Acrobat lets you merge PDF output from other applications with FrameMaker PDF documents.

[For more information about Adobe FrameMaker, click here](#)

[For more information on Adobe Acrobat, click here](#)

Acrobat Capture Customer Success Stories

MCI Communication

Adobe's Portable Document Format Serves Up Technical Information to Millions of MCI Customers and Thousands of MCI Employees Worldwide

MCI Communication's Broadband Data Services Engineering (BDSE) group chose Acrobat and Acrobat Capture software as an alternative to the expense of printing and mailing hundreds of thousands of technical documents to employees and customers worldwide. Excited by the success of this electronic publishing solution, BDSE is exploring the idea of converting all of its electronic and paper files, which include millions of pages of documents, to Adobe's Portable Document Format (PDF) for distribution over MCI's intranet and secure-access Web site.

- PDF enables BDSE to deliver documents faster with fewer employees. BDSE cut two to four weeks from delivery of new materials by eliminating the print and distribution cycle. Money saved is redirected to budget-value items such as product development.
- Using PDF, BDSE created its first fully searchable, electronic library, thereby simplifying the task of managing the thousands of business and trade-related files the company is required by FCC law to maintain.
- BDSE intends to use Acrobat and Acrobat Capture to convert more than one million pages of legacy documents to PDF files.
- By reducing BDSE's electronic files sizes by 30 to 40 percent, Acrobat Capture and PDF speed the delivery of materials over MCI's intranet and the Web.

PDF Yields Immediate Cost Savings

Before publishing documents electronically and distributing them over the World Wide Web and a corporate intranet, MCI Communication's Broadband Data Services Engineering group printed and mailed hundreds of thousands of pages of information to employees and customers each year. "By making our documents available in electronic form, we eliminate much of our printing, distribution, and archiving costs. We put the money we save back into budget-value items like product development," says David Conner, BDSE's senior writer.

"In addition to saving on the printing and mailing of materials, we now deliver documents faster, with fewer employees. We cut 2 to 4 weeks off our time-to-market by eliminating the print and distribution cycle. And I am able to free up other employees because I no longer have to rely on engineers and staff administrators to get documents to the field—I do it all from my workstation in minutes. This has helped increase productivity tremendously," Conner adds.

Before deciding which electronic publishing technology to implement, Conner evaluated several options. "Adobe Acrobat and Acrobat Capture offered the best combination of ease-of-use, power, security, and diverse applicability," Conner says. "Adobe's Portable Document Format [PDF] files retain a high fidelity to the originals, require minimal disk space, and can be downloaded quickly by any user with the Adobe Acrobat Reader, no matter what platform they're on. Acrobat and Acrobat Capture enable us to distribute our legacy documents over the Web and our intranet, without spending a lot of time and money re-authoring the materials."

BDSE uses MCI's intranet to distribute systems architectures and schematics, service instructions, operations and maintenance sheets, help manuals, and requests for proposals (RFPs) to employees in offices around the globe. For the millions of MCI customers, MCI's Web site offers the convenience of accessing product and service information 24 hours a day, 7 days a week. "Simply put, publishing documents on the Web speeds the delivery of new information to the customer; as soon as materials are completed, they're available to employees and customers at any site," Conner says.

Acrobat Capture 2.0: The Key to Converting Paper to PDF

BDSE documents range in length from one-page data sheets to 500-page user manuals. Currently, there are more than 1.5 million pages, which include schematics, RFPs, and vendor agreements available only in hard-copy form. These documents are stored in file cabinets throughout MCI's offices and off-site in third-party archive facilities. "Archiving and managing this amount of paper is expensive and overwhelming," Conner says. "It's not a very good use of our time to spend hours sorting through thousands of files to find one or two pages of a document that was created seven years ago."

Once the procedures are in place, Conner is planning to use Acrobat Capture 2.0 to convert BDSE's extensive library of paper documents to Adobe PDF files. "Having a single, searchable repository for materials will enable us to get requested documents to people in one or two days, instead of a week or more," Conner says. "Plus, we can start cutting the storage costs by moving archives to compact discs. Eventually, our 'library' will be entirely electronic."

For the past month, Conner has tested the beta version of Acrobat Capture 2.0. "So far, I'm impressed with what I see. We have a variety of materials that contain color, graphics, images, and text. Acrobat Capture gives me the freedom to make the documents look like they did when they were first created; this is what people expect when they view files on-line. It takes the tedium out of converting documents for delivery on the Web. Some of our archives are on press-grade paper. Over time, the paper has aged and yellowed. Moreover, there are lots of scratches, smudges, and extraneous marks on these pages. By fine-tuning Acrobat Capture software's processing, I can scan in an old original and produce a like-new document. I've even remastered documents with handwritten notes in the margins! That saves a lot of detailed masking and desktop work spent trying to clarify pages."

In addition to BDSE's need to manage and distribute materials that are used for day-to-day operations, commercial and Federal Communication Commission laws require MCI to retain business and trade-related information on file for up to seven years. "Acrobat and Acrobat Capture let me create a searchable, electronic repository of information, no matter where the documents originated," Conner says. "I can search on a word or topic and come up with all the information I need to locate materials in minutes, instead of spending hours looking through file cabinets."

The Document Conversion Program of Choice

Before using Acrobat Capture 2.0, BDSE tried using two OCR software solutions to convert paper documents to electronic files. "They had nice features, but the file sizes were huge," Conner says. "Not only would it take up all of our disk space, but people would also have to wait a half an hour or more to download a simple document. Acrobat PDF gives us a 30 to 40 percent decrease in file size from the original electronic files and 50 to 70 percent decreases with scanned materials. With PDF, we save disk space and the files are easier to manage. Our end users benefit because they can search for and download materials more efficiently."

To manage the conversion of documents to PDF, BDSE is using Acrobat 3.0 (Acrobat Exchange® and Distiller®) and Acrobat Capture 2.0 on Windows NT 4.0. MCI employees worldwide download PDF files from the intranet using Windows 95 desktop PCs and laptops, Macintosh systems, and Sun™ and UNIX® workstations. MCI's external Web site can be viewed at www.mci.com.

Miller Freeman/Glyphica

Publishing and Trade Show Leader Miller Freeman Selects Adobe Acrobat and Adobe's Portable Document Format to Deliver Visually Rich Content Over the Web

Miller Freeman Publishing teamed with Glyphica, a digital document and media service bureau, to prepare thousands of technical papers for distribution over the Web. Using Acrobat and Acrobat Capture, Glyphica generated more than 400 PDF files that were perfect replicas of the original technical presentations given at Miller Freeman's International Conference on Signal Processing Applications and Technology (ICSPAT).

Miller Freeman initially tried to deliver the technical papers as HTML, but HTML didn't support the complex formulas and graphics of the ICSPAT papers.

- Miller Freeman made PDF files available on the ICSPAT Web site in December 1996, and by February 1997 the amount of materials downloaded from the site increased six-fold. Miller Freeman Webmaster Leticia Smith attributes this dramatic traffic increase to the "quality of the on-line content and the terrific appearance of the documents that PDF delivers."
- Miller Freeman received presenters' technical papers in many formats. Using Acrobat and Acrobat Capture software, Glyphica generated PDF files, delivering information to Miller Freeman in a unified, platform-independent format that was easy to manage and distribute worldwide.
- The PDF files, which contain complex graphics, images, and text, are only a few kilobytes each, easily indexed for on-line searching and readily served over Miller Freeman's Web site.
- Currently, more than 400 PDF files, which contain technical papers ranging in length from two to six pages, reside on Miller Freeman's ICSPAT Online site. View the site at www.icspat.com. For more information about Glyphica, visit www.glyphica.com.

PDF Draws Visitors to Site

For Webmaster, Leticia Smith, the benefits of putting visually rich materials on the World Wide Web were immediate. "During the first quarter that our ICSPAT Web site was up, we averaged about 250 user sessions per month," Smith says. "In December 1996, we changed from providing the conference technical papers as HTML to serving them in Adobe's Portable Document Format [PDF]. This allowed us to upload the conference papers much more efficiently. By February, user sessions on our site jumped to more than 1,500 per month. I attribute this increase to the quality of ICSPAT Online's content and the terrific appearance of the documents that PDF delivers."

ICSPAT is the premier international forum for information exchange in digital signal processing. In 1996, conference participants presented more than 400 papers, representing the work of researchers and application engineers in more than 30 countries. Miller Freeman established ICSPAT Online to increase conference visibility and attendance by giving people the chance to "attend a virtual conference" and review the presentations given at last year's show. In the past, people who wanted a copy of the proceedings had to request the materials by mail—a slow and expensive process.

"Now, instead of waiting weeks and paying for the cost of shipping these materials, engineers and researchers worldwide have the freedom to download papers instantly at no cost," Smith says. "This is a tremendous benefit for our attendees, who might have missed a particular presentation, or for others, who are thinking about attending the conference and who want more information."

PDF Provides Document Delivery Standard

The conference technical papers come from every part of the world and are created with a number of different tools. Because it is not possible to impose a standard for electronic submission, show organizers receive hard-copy documents with detailed graphics, scientific notations, and complicated equations. If electronic files are received, they are often missing crucial graphics. "I tried hard coding in HTML to get the documents up on our Web site, but the types of equations and formulas in the papers weren't supported," Smith says. "Even if you know the tricks of using HTML, you can't do much more than subscripts and exponents."

Smith hired Glyphica, a digital document and media service bureau, to handle the job of getting the few thousand pages of technical papers ready for distribution over the World Wide Web. "Using Acrobat Capture, we generated electronic files that were perfect replicas of the paper originals, complete with photos, formulas, and scientific notations," says Deidre Paknad, a Glyphica executive. "When we finished, we had visually perfect PDF files that were only a few kilobytes each, easily indexed for on-line searching and readily served over Miller Freeman's Web site."

To generate high-quality documents, Glyphica ran the documents through Acrobat Capture to produce PDF files. Using Acrobat Capture software's tools, Glyphica then worked with the documents to ensure the integrity of text and graphics. Acrobat Capture 2.0 enabled Glyphica to optimize specific portions of a document, such as photos. The software retained the text and page layout, and Glyphica then used Adobe Photoshop to process the photos, which were imported to the page. "It's a great combination—you can use the best-in-class tools for very specific components of a complex page," Paknad says.

Glyphica is currently beta-testing Acrobat Capture 2.0 and has used it for a number of sample projects. In some cases, the company has been able to show clients how the new version of Acrobat Capture can reduce the cost of converting existing paper documents to PDF by as much as 50 percent. “The biggest value for us with Acrobat Capture 2.0 is that we can offer pages with integrated color and black-and-white images at much less cost to our clients,” Paknad says. “Acrobat Capture 2.0 also reduces the amount of manual intervention needed, by offering better recognition of complex page elements such as fonts, tables, and equations.”

PDF: “The Real Medium for Delivering Content”

“As a method for publishing and sharing information over the Internet or an intranet, I see PDF as the standard,” Paknad says. “It is cost-effective, efficient, and visual. Adobe Acrobat and Acrobat Capture enable us to assemble a searchable library of materials, regardless of a document’s original form. The PDF files are rich in content and can be downloaded by anyone, no matter what platform they’re on. I think the future of Web publishing is HTML as the front door and Adobe’s PDF as the real medium for delivering content. We are seeing more and more customers invest in large-scale conversion projects where they specifically choose PDF as the format for their Web-based documents.”

“As a major conference production company, we certainly appreciate the benefits of PDF over paper,” says Webmaster Smith. “Managing archives with thousands of technical papers and then providing them to attendees on request are time consuming and difficult tasks. With Acrobat, I get everything I need—text, images, detailed scientific equations—in a single electronic file. And in this case, by outsourcing the project to Glyphica, the work was completed with little impact on our organization. Delivering meaningful content to our readers ended up being a straightforward process.”

Miller Freeman’s ICSPAT Online site currently houses more than 400 PDF files, which contain technical papers ranging in length from two to six pages. You can view the site at www.icspat.com and obtain more information on Glyphica at www.glyphica.com.

Adobe Acrobat

Improved Browser Integration Features in Acrobat 3.01

Acrobat 3.01 includes new and improved browser integration. Now you can find, select, and copy text when viewing PDF files within Web browsers. The Acrobat software toolbar includes the following new tools:

- **Copy tool.** Appears to the left of the Hand tool; icon is two pages, representing a page and its copy.
- **Select Text tool.** Appears to the right of the Zoom Out tool; its icon shows the letters abc in a selection box.
- **Find tool.** Appears to the right of the Fit Width tool; its icon is a pair of binoculars.
- **Find Again tool.** Appears to the right of the Find tool; its icon is a small pair of binoculars under a curved arrow.

With Acrobat 3.01, you can copy the text of PDF documents viewed within a browser window by clicking the Select Text tool, selecting the text, and then clicking the Copy tool. Once you have copied the text, you can return to browse mode by clicking the Hand tool.

If you want to find a text string, click the Find tool, enter text in the Find dialog box, and then click the Find button. You can also click the Find Again tool to find another occurrence of the text.

Finding text can take a little time if the PDF file must be retrieved from a Web server. During the find operation, the Cancel button in the Find dialog box does not function. You can cancel the Find operation by using the Escape key (as well as by pressing Command-period on the Macintosh).

You can select, copy, and find text in PDF documents within browser windows only by using the Select Text, Copy, Find, and Find Again tools on the Acrobat toolbar. The Copy, Select All, and Find commands on the browser’s Edit menu will not invoke the corresponding command on PDF documents.

[If you would like to download Adobe Acrobat Reader, click here](#)

Solutions

PDF Print Publishing Solutions

by Gary Cosimini

Automated print production has always held the promise of a streamlined workflow. However, conventional electronic printing workflow comprises multiple steps, and meeting the needs and requirements of various clients, applications, layout approaches, prepress knowledge, and skill levels necessitates human decision-making and intervention. Adobe's Portable Document Format delivers the goods; PDF workflow provides the automation required to streamline the print publishing process.

In flexible PDF format, a document can take any final form, whether for print, electronic, or on-line distribution. Automated workflow tools can process the PDF, depending on output requirements; PDF workflows are open and non-proprietary. And because the PDF contains so much information about the original document, work can flow easily—and automatically—through the system, eliminating many of the manual file preparation tasks involved in conventional high-end electronic printing.

How can printers produce separations from PDF files? Here are three current workflows:

Layout/graphics program>separated PS>Distiller> Preseparated PDF

**Layout /graphics program>Distiller>Composite PDF>Export EPS>Layout/graphics program>Separation
Layout/graphics program>Distiller>Composite PDF>(Crackjack plug-in)>Level 2 RIP separation**

A cross-platform, application-independent format such as PDF can encapsulate a rich page description in an intermediate form and in a common representation that is well documented. Add-on tools for workflow mediation—preflight, image enhancement, late-stage editing, trapping, and imposition—can take advantage of the inherent “legibility” of PDF files and make dramatic workflow improvements by way of automating printing systems and processes.

While each workflow may present some challenges, working with a PDF file eliminates the difficulties of working with fonts, multiple linked images, incompatible files, cross-platform compatibility, and accidental edits—precisely what most service bureaus, printers, and publishers deal with daily. A single PDF file can express a complex document, streamlining and simplifying processes.

“We are seeing two main applications of PDF in the prepress realm: 1) Sending completed multiple page documents for printing, and 2) Transmitting page components, such as advertisements, for placement in a newspaper or magazine publishing system. PDF works both for monochrome as well as color pages: compression, font embedding and cross-platform compatibility are the primary PDF benefits in all cases.

1. Layout/graphics program>separated PS>Distiller> Preseparated PDF

Let's say I'm using PageMaker. I turn on separations, and PageMaker produces 4+ pages for individual film, with screening info, fonts, and images embedded.

The benefits?

Very predictable results.

Many people find this procedure extremely effective for transmitting pages for output, if they know the device characteristics at the receiving end. Many newspapers, seeking to eliminate costly fax-replica printing systems, send PDF over ISDN phone lines and place RIPs in their presses, saving literally millions of dollars by doing so. Both large (e.g., the *Wall Street Journal Europe*) and small (e.g., *The American*) newspapers today use PDF for this task. Even some AP AdSend customers do this; for example, the *Cleveland Plain Dealer* overlays four EPSes in their pagination system. This workflow is supported by Acrobat 3.0. It may eventually be replaced, except for the black-and-white imaging aspect.

2. Layout /Graphics program>Distiller>Composite PDF>Export EPS>Layout/graphics program> Separation

This is the de facto PDF workflow for AP AdSend customers today. Basically this process works this way: The user creates a PDF file with embedded fonts and possibly embedded screening info and sends it to a newspaper or a magazine. The publisher opens the PDF, exports it as EPS, and places it in a page-layout application or pagination system as a composite EPS file. That program's built-in separation mechanism does the rest.

The benefits

Composite preview, as both a PDF and an EPS
 Optimum file size
 Perfectly cross-platform
 Easy to transmit (disk, Internet, e-mail)

3. Layout/graphics program> Distiller>Composite PDF>(Crackerjack plug-in)>Level 2 RIP separation

This is the primary PDF high-end workflow, and can be used if you're printing to a device such as a digital color printer or a digital platemaker with a built-in RIP, to a color separation system such as Scitex, or if you use Lantana's Crackerjack plug-in to print separations on a Level 2 or PostScript 3 RIP. The user simply prints the PDF from Acrobat Exchange, and the RIP handles the rest.

The benefits:

Composite preview
 Optimum file size
 Perfectly cross-platform
 Easy to transmit (disk, Internet, e-mail)
 Appropriate in a service bureau or printer's environment

[For more information about Adobe Acrobat, click here](#)

Integrated Solutions: PageMaker and Acrobat

It's known to many users as the world's leading professional publishing software for printed and on-line pages, enabling the creation of compelling visual documents. PageMaker software's design and layout tool set is so flexible and powerful that you can employ it to produce virtually every kind of publication—from newsletters and brochures to magazines, advertising, and proposals.

Now PageMaker is integrated with Acrobat software, so that you can easily output PageMaker documents to PDF. Powerful and innovative Web publishing features in version 6.5 include:

- Support for Acrobat 3.0 for exporting PageMaker files to PDF (you receive the freely distributable Acrobat Reader so you have everything needed to create PDF files within PageMaker)
- Enhanced HTML Export plug-in, so you can easily export PageMaker pages or stories into HTML with hypertext links intact
- Automatic reformatting of publications when page size or orientation is changed, making it easier to repurpose documents for on-line viewing
- A Hyperlinks palette for authoring hyperlinks both within PageMaker and to any URL on the Web
- Browse mode for testing defined links
- Automatic conversion of graphics into JPEG or GIF file formats for use on the World Wide Web
- Drag and drop of hyperlinks from Web browsers into PageMaker to speed up adding interactivity to electronic pages

[For more information on Adobe Acrobat, click here.](#)

[And to learn about Adobe PageMaker, click here.](#)

Acrobat Customer Success Story

Rane Corporation

Acrobat and PageMaker Create Complementary Electronic Publishing Tool Set

Rane Corporation, manufacturer of professional audio-signal processing equipment, has adopted Adobe Acrobat software and now publishes product information on the World Wide Web, saving the company thousands of dollars each year. Customers and employees can download the exact product information they need, when they need it, instead of waiting weeks for updated hard-copy information to arrive by mail.

- Electronic publishing saves Rane money by reducing paper, printing, and mailing costs.
- Adobe Illustrator,® Photoshop, and PageMaker software enable Rane to prepare images, line art, and text, and to assemble documents for electronic publishing.
- Using PageMaker page-design and layout software, Rane produces virtually any type of publication and then outputs finished files as PDF using the built-in Acrobat Distiller feature.
- Acrobat solves the problems of stored and outdated product information and the production of multiple versions of information by creating one set of PDF files that contains all the text and graphics for a document.
- The Portable Document Format enables Rane to reach more customers than ever with product information published electronically on their Web site.
- Rane averages 300 hits per day, and customers worldwide download almost 2 GB worth of PDF files monthly.
- Rane uses PDF as its standard for publishing electronic documents on the Web.

Read the full story of [Rane's success with Adobe's Internet publishing and communications solutions](#).

Adobe PageMill Solutions

Putting It All On-line

Adobe gives you an integrated family of applications for creating and maintaining pages on the World Wide Web:

- Adobe Illustrator lets you design graphics for on-line use, with RGB color support and URL embedding.
- Adobe Photoshop and Adobe PhotoDeluxe™ enable you to create and edit images for Web pages.
- Adobe After Effects® and Adobe Premiere® let you edit images and add video, animation, and other special effects to Web pages.
- The Acrobat product line lets you easily publish on-line any final-form document—including those created with PageMaker or FrameMaker software—whether paper or electronic.

Do you need to design and manage a professional-looking Web site for your business or enterprise? Now, there's no need to learn HTML or master complex applications. Adobe® PageMill™ has all the tools you'll need to create and deliver an attention grabbing, well-designed site and then get back to business! It includes Adobe Photoshop® LE for enhancing pages with high-quality images, AdobeSiteMill® to help manage your Web pages, and a wealth of ready-to-use content such as animations, sounds, templates, and clip art to get you started. It's simply the fast, easy way to get your business on the Web.

[For more information about Adobe PageMill, click here](#)

Customer Success Story

Odwalla

Company Shaves Weeks Off Site Development Process With Adobe PageMill and a Suite of Adobe's Graphics and Electronic Publishing Tools

To develop its visually rich, highly interactive Web site, beverage maker Odwalla relied on a powerful, well-integrated suite of Adobe tools that included PageMill, Acrobat, Photoshop, Illustrator, and After Effects. Because part of Odwalla's vision involves cultivating communities worldwide, the company's Web site needed to enable consumers to share comments, link to a variety of organizations, and enjoy rich graphics and images.

- Adobe PageMill enabled Odwalla to cut weeks off the time needed to develop the site, translating into significant cost savings.
- Site developers chose PageMill over Claris Home Page™ due to PageMill software's ease of use and flexible, advanced features such as tables and frames.
- Adobe graphics tools, including Photoshop, Illustrator, and After Effects, enabled designers to generate hundreds of images on Odwalla's Web site.
- Acrobat and the Portable Document Format helped speed site development by giving the team of designers a single, platform-independent format on which to share drafts of their work.
- On-line since February 1997, the Odwalla site can be viewed at www.odwalla.com.

For more information, download the complete [Odwalla customer success story](#).

